

2019 NCWORKS PARTNERSHIP CONFERENCE



A LEADER

Youth Engagement: The UNTOLD Story



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YOUTH ENGAGEMENT: THE UNTOLD STORY

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TODAY, YOU WILL LEARN:

- The effectiveness of a story that engages
- Six E's that every youth and young adult centered service should focus on
 - Starting from ground zero



IF YOU LOVE IT, THEY CAN TELL IT

- <https://www.youtube.com/watch?v=lesnsIIdvAg>
- Why is it important to love what we do everyday?



E # 1: ENGAGEMENT

- When meeting a customer for the first time, be your best self, be upfront, and listen
- Some will say the first conversation does not tell you much about a customer, but I beg to differ.



E # 2: EMPOWER

- Let every customer know that the process from start to finish depends on them.
- ❑ Many customers will come with issues that are beyond you. Your task is to empower them to know that they have the ability to make a decision
- ❑ Some decisions that they make may be wrong but coach them through it to help them discover reasons why it may have not been the best decision
- ❖ **Give a Man a Fish, and You Feed Him for a Day. Teach a Man To Fish, and You Feed Him for a Lifetime** - [Old Chinese Proverb](#)



E # 3: ENCOURAGE

- Many of our customers come from backgrounds where encouragement is often not given, so it is important that you encourage them to push pass the negative things that they are accustomed to. Those things could be at home, school, with friends, or even themselves.

☐ Have you ever met a young person that was afraid to be successful?



E # 4: EXCITEMENT

- With everything that we do, at some point we should be able to introduce the customer to something exciting
(Know some of their hobbies)
 - ☐ Singing, drawing, painting
 - ☐ Favorite Movies
 - ☐ Allow them to teach you something



E # 5: EDUCATE

- You are really doing this throughout the whole process
 - ❑ Short/Long term goals?
 - ❑ Teach them something without them knowing
 - ❑ Show them how to do the same thing just in different ways



E # 6 EXPOSURE

- Allowing them to see things outside of their own lens
- ☐ Often times they do not know what they do not know
- ☐ Challenge them to think of places they would like to visit or things they would like to accomplish if money was not a factor
- ☐ Visit colleges, businesses, and other productive, yet unfamiliar places in their local communities



HOW TO START FROM GROUND ZERO

- As I have had conversations with fellow workforce development professionals, the question that I have gotten many w times is - How do we build our program/services?
 - ❑ Start with your 6 E's. Your order my not be the order that we discussed today; however, I believe these 6 components must be visible and effective
 - ❑ Understand who does what well on your staff and allow them work in that area of expertise



HOW TO START FROM GROUND ZERO

- ❑ Network with those who are doing this same work in other areas/states
- ❑ The “if it ain’t broke, don’t fix it” method does not always work. It may not be “broke” but just bent a little and if so, recognize it and explore options before it does break.
- ❑ Never be afraid to try something that has never been tried before, even fail, admit failure, and try another approach



TO SUM IT ALL UP...

Les Brown often states:

“You do not have to be great to get started
but you must start in order to be great.”



QUESTIONS/COMMENTS



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